



*Supplementary #24/C*  
*3627*  
*S. Lee*  
*10/7/02*

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|----------------------------------------------------------------------------------------------|---------------------------------------|------------------------------------------|------------------|
| U.S. DEPARTMENT OF COMMERCE<br>PATENT AND TRADEMARK OFFICE                                   |                                       |                                          |                  |
| <b>SUPPLEMENTAL AMENDMENT</b>                                                                |                                       | Docket Number:<br>11032-2144      PATENT |                  |
| Reissue Applicant<br>Dwight Allen MERRIMAN<br>et al                                          | Reissue Application No.<br>09/577,798 | Reissue Filing Date<br>May 24, 2000      |                  |
| Patent Number<br>5,948,061                                                                   | Issued<br>September 7, 1999           | Examiner<br>Harle, J                     | Art Unit<br>3627 |
| Invention Title<br>METHOD OF DELIVERY, TARGETING, AND<br>MEASURING ADVERTISING OVER NETWORKS |                                       | Assignee<br>DoubleClick, Inc.            |                  |

Address to:  
**Commissioner of Patents**  
Washington, D.C. 20231

**AMENDMENT**

Please amend claims 1, 7, 13, 16, 20, 23, 32, 39 and 51-55 as follows:

1. **(Four Times Amended)** A network supporting the hypertext transfer protocol, comprising:
  - a user node having a browser program coupled to said network, said user node providing requests for information on said network;
  - a content provider affiliate node having a respective affiliate web site responsive to requests for information from said user node to provide media content, advertising space for display of advertising content and a link message to said user node;

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**GROUP 3600**